



Sample Annual Recruitment Plan Timeline

Recruitment Activity	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Brochure and flyer placement	●	●	●	●	●	●	●	●	●	●	●	●
New Insights news-letter	●			●			●			●		
Display tables —local events (TBD)	●	●	●	●	●	●	●	●	●	●	●	●
Press release/PSA distribution	●			●			●			●		
Personal contacts: 1–2 per mo.	●	●	●	●	●	●	●	●	●	●	●	●
Organization presentations: 1–2 per mo.	●	●	●	●	●	●	●	●	●	●	●	●
Web site/electronic solicitation	●	●	●	●	●	●	●	●	●	●	●	●
Other												

Worksheet adapted from Garringer, 2006.